



The User Experience and Perception in Education of Digital Books in Librarians' Approaches to Library Services in Tangerang

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Abstract:

Background of Study: Librarian attitudes significantly influence user satisfaction and engagement in library services. Positive interaction between librarians and users fosters a welcoming environment and enhances service effectiveness.

Aims and Scope of Paper: This research aims to explore both the attitudes of librarians in providing services and users' perceptions of those attitudes at the Tangerang Regency Library and Archives Office.

Methods: A qualitative descriptive approach was employed. Data were collected through observation and interviews with three library users selected via purposive sampling. The data analysis followed three steps: data reduction, data presentation, and drawing conclusions.

Result: Findings indicate that the average number of visitors to the Tangerang Regency Library and Archives Office from 2022 to 2023 was approximately 136,270. Users generally perceive librarians as friendly and kind. However, users often need to initiate interaction before receiving assistance, indicating a lack of proactive service. This shows that while the overall demeanor of librarians is positive, there remains a gap in attentiveness and sensitivity to user needs.

Conclusion: Although librarians are perceived positively in terms of friendliness, service delivery can be improved by fostering a more proactive and responsive approach to user needs. These findings highlight the importance of continuous professional development for librarians to enhance user experience.

Keywords: Attitude of Librarians, Library Services, Perception of Users, Public Library, User Satisfaction

1. INTRODUCTION

Library services are one of the most vital activities in supporting access to information and learning. In services occurs Interaction between librarians and users is very important, because through this interaction, librarians can help users find collections that suit their needs. Ethics and rules in service are also key to creating a conducive and professional environment. By providing good and friendly services, libraries can build a positive image in the eyes of users, which in turn can increase visits and participation in library activities. The librarian's attitude towards the service in the library is

very important. If librarians can be kind to users, then they will see librarians well, and this will elicit a positive response for the library's progress in the future (Asnawi, 2020). Libraries have long been recognized as invaluable community resources, providing access to knowledge, information, and cultural enrichment (Hodonu-Wusu, 2025).

Information technology transformation in libraries has a significant impact on library progress. Technology is gradually changing the lives of library users who have been largely excluded from using traditional library materials, for example the visually impaired (Suhartika & Haryanti, 2024). In the age of rapidly advancing information technology, libraries have experienced a major change in how they deliver information and services to their patrons. Digital libraries have emerged as a crucial requirement for addressing the information and educational demands of the community. In this setting, creating a digital library service system is highly significant for enhancing the quality and efficiency of library services (Yunita & Az Zahra, 2025).

The Fourth Industrial Revolution, commonly referred to as Industry 4.0, is currently in progress and anticipated to greatly influence how individuals live and work. Industry 4.0 revolutionizes the methods businesses use to manufacture, improve, and deliver their products. The

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Internet of Things (IoT), cloud computing, analytics, AI, and ML are some of the advanced technologies that manufacturers integrate into their production processes (Javaid et al., 2023). Social media functionality provides opportunities to increase the effectiveness of an agency's institutional processes while also providing challenges (Budiman et al., 2024). Library and information science also have developed in using intelligent systems. "Library management and its activities apply repetitious and time-consuming activities (Asemi et al., 2020). The International Federation of Library Associations and Institutions (IFLA) has also employed the term 'digital literacy' to denote "the capacity to utilize the potential of digital tools," a concept that includes not just technical aspects, such as using technology, but also comprehension of how to optimally use the Internet efficiently, effectively, and ethically to fulfill information needs in personal, civic, and professional contexts, ultimately resulting in "personal fulfillment, as well as professional and entrepreneurial opportunities." This also entails creatively and safely utilizing the Internet, recognizing the hazards linked to privacy, and comprehending the legal and ethical implications of global citizenship, necessitating adherence to online behavioral standards (Martzoukou et al., 2020).

The economies of several countries, such as Indonesia, depend significantly on tourism as a main source of income. In recent years, a growing number of travelers have visited Indonesia. Conversely, as technology and the internet have evolved over time, individuals' approaches to exploring travel destinations have likewise changed to mirror these advancements (Harahap et al., 2023). The advancement of information and communication technologies has undoubtedly altered the teaching and learning process. In fact, in the 21st century, using technology in the classroom and teaching and learning online through remote and open education systems may have become widely regarded as an effective method of teaching and learning (Habibi et al., 2022).

Advances in information technology and the internet must be able to erase the stereotype of librarians as unfriendly, passive, nerdy, and unfriendly individuals, as these traits ultimately harm both librarians and libraries themselves. The public, as users, will increasingly distance themselves from libraries as technological advances make it easier for them to find the information they need. People can now access information in the blink of an eye using their gadgets. Distance learners had low patronage of library services and inadequate skills to search and use library resources. For those reasons, distance learning students are not benefitting fully from library services in their pursuit and achievement of academic excellence, resulting in a negative impact on their learning experiences (Atuase & Maluleka, 2023).

Digital Library (DL) is defined as "Library accessed by a user through the use of computer and web broadband at the defined place" (Rafique et al., 2020). Digital Library are the advanced concept of libraries as they based and formed on numerous Library Management System which is primarily reliant on upon multirole factors that are Selection, Optimization, Informational and Acquisition. This process includes the selection process of adding a document digitally with its utilization in form of creating informational database for multirole use of the same in research education corporate at the same time for creating the review of literature (Prajapat et al., 2022). The term electronic library resources define the information processed and digitally driven using hardware and software that offer information that can be accessed by digital electronic users through remote information provider networks or mounted locally by digital library (DL) managers (Kato et al., 2021). Digital libraries (DL) have grown significantly over the past few decades. The usage of DL is considered crucial in the face of industrial revolution 4.0 (IR4) (Rosman et al., 2020). Acknowledges that academic librarians possessing both technological expertise and teaching abilities are essential to a digital academic library setting defined by "disruptive innovations" (Saib et al., 2023).

Digital libraries that have arisen in the information era signify an unavoidable direction for library advancement. Digital libraries comprise numerous digital information resources spanning various media (Setiawan et al., 2021). The Internet has become a platform for various activities, leading to more online engagements integrating into people's everyday lives. Web users create content and engage in social and interactive online activities. Digital libraries benefit from system development by utilizing advanced social and interactive tools, enabling administrators to create and share resources more easily (Riady et al., 2023). These digital libraries act as extensive collections of academic resources, providing students and researchers with abundant scholarly materials, ranging from e-books and journals to diverse multimedia resources (Namdaz, 2024). Thus, the quality of good library services needs to pay attention to diverse and adequate library collections, the existence of supporting library facilities, having reliability in the library field, having a responsive attitude in providing fast and accurate services, having an empathetic attitude towards problems experienced by users so that quality library services will be achieved (Cahyani & Rizka Pitri, 2025).

The results show that the average percentage of visitors to the Tangerang Regency Regional Library and Archives from 2022 to 2023 is 136,270. The percentage can see how librarians attitude towards users. Patrons feel that librarians are kind and friendly is positive, as this attitude can create a pleasant atmosphere and support the experience of patrons. However, the findings about the lack of attention to the needs of readers and

attempts to help without being asked indicate areas for improvement. Librarians should be more proactive in recognizing and meeting the information needs of users, so that the services provided can be more optimal. This could include training for librarians to develop communication skills and analyze user needs, so that they can provide more appropriate and responsive support.

There is a significant demand for digital library education in library schools within developing nations to prepare graduate librarians with the necessary skills and competencies for creating and overseeing digital libraries in today's digital age. Multiple types of digital skills are necessary to operate in a digital library setting. Creating a digital library necessitates substantial digital skills and the use of suitable digital library software, implementing optical character recognition, assigning metadata, gaining the ability to operate a scanner for digitization, and producing high-quality digital content with high resolution (Okeji & Mayowa-Adebara, 2020). These digital libraries operate on a subscription model, meaning that a library finances access to the digital materials, which are becoming vital for research institutions and industrial research facilities. These eLibraries offer digital versions of scientific materials and enhance access, sharing scalability, and efficient management of these resources for their users (Khan et al., 2022)

The Tangerang Regency Library and Archives Service is a library that prepares various services to meet the information needs of its readers. The results of the study show that various problems in the field of services have been overcome. However, there are still some challenges, such as the lack of hospitality from librarians when serving, inaccuracy in helping in finding collections, and delays in conveying information to users. Based on these problems, the researcher is interested in studying the perception of users towards the attitude of librarians in the service section. Therefore, the researcher conducted a study with the title "Users' Perception of Librarians' Attitudes on Library Services at the Tangerang Regency Library and Archives Office". This research focuses on librarians' opinions about library services and users' opinions about library services at the Tangerang Regency Library and Archives Office. This research aims to reveal librarians' views on library services as well as users' views on the services provided at the Tangerang Regency Library and Archives Office.

2. MATERIAL AND METHOD

This research implemented a qualitative descriptive approach to explain in depth the empirical reality through the events being studied. This approach was chosen to enable the researchers to explore and interpret social phenomena specifically the attitudes of librarians as perceived by users in their natural context, with a focus on meaning rather than measurement. Qualitative descriptive research emphasizes direct description of phenomena, allowing researchers to present a rich and

accurate account of participants' experiences and perspectives.

The subjects were three users from the Tangerang Regency Library and Archives Office, including Open University students majoring in Sociology and MAN 1 Tangerang students. These individuals were selected because of their familiarity with the library's services and their ability to articulate their perceptions based on repeated interactions with librarians.

The object of the research focuses on the perception of users regarding the attitude of librarians in providing library services. This includes how users view the librarians' friendliness, responsiveness, helpfulness, and overall approach in serving library visitors.

Informants were selected through purposive sampling techniques with certain considerations, which included users who had utilized the services of librarians and could communicate well. This non-probability sampling technique ensured that the selected informants had relevant experience and the capacity to provide detailed information.

The criteria for librarians selected as informants include willingness to provide information and understanding of the duties in the library service. Librarians who were open to being interviewed and who had adequate knowledge and experience in public service roles within the library were prioritized.

Data were collected through observation and interviews, enabling the researchers to capture both direct behavioral evidence and subjective user experiences. Observations were conducted in the library setting to understand interactions in real-time, while semi-structured interviews allowed for flexible yet focused conversations with informants.

Data analysis followed the Miles and Huberman method, namely:

1. Data reduction
where the raw data were selected, simplified, and organized to highlight key findings,
2. Data presentation
where the data were displayed in a structured form such as narrative descriptions or matrices, to facilitate interpretation, and
3. Conclusion drawing
where patterns and meanings were identified, and conclusions were drawn based on the data, ensuring they remained grounded in participants' statements and observed behaviors.

To ensure the validity of the data, triangulation techniques were applied, particularly source triangulation, which involved comparing information across different informants and types of data (interviews and observations). Additionally, member-checking was used by confirming the interpretation of data with the informants to maintain accuracy and credibility.

3. RESULT AND DISCUSSION

3.1 Result

Service focused librarians must indeed have a strong combination of technical and interpersonal skills. In addition to basic skills in managing collections and information, expertise in information technology is essential in this digital age. Librarians need to be able to use the latest software and technological tools to help users more efficiently.

Understanding the professional code of ethics is also crucial, as it guides librarians in carrying out their duties with integrity and professionalism. The code of conduct helps librarians maintain the trust of users and guarantees that the services provided are fair and unusual. In addition, good service capabilities are essential to create a positive experience for users. This

includes communication skills, empathy, and the ability to listen actively. With a good approach, librarians can increase user engagement and establish lasting relationships between libraries and communities. (Suratmi, 2021:56).

Utilization of the Tangerang Regency Regional Library

This section describes the state of users in utilizing the Tangerang Regency Regional Library. Based on the results of initial observations obtained through the Tangerang Regency Regional Library document, the use of the Tangerang Regency Regional Library and Archives can be described as follows:

Table 1. Documents of the Tangerang Regency Regional Library

No.	Year	Squirrel	Expected amount	%
1.	2022	52841	100.000	52,8%
2.	2023	83429	100.000	83,4%
Average Presentation				51%

Source: Tangerang Regency Regional Library Document

The table above explains that the average percentage of users of the Tangerang Regency Regional Library and Archives from 2022 to 2023 is 136,270. the least number of visitors in 2022 with a percentage of 52.8%. The highest number of visitors occurred in 2023 with a percentage of 83.4%. From the observation that the location of the Tangerang Regency Regional Library is far from the education center makes visitors less comfortable to use the library. Library facilities and infrastructure need to be improved so that libraries are one of the learning resources for all groups.

We can know that a librarian's attitude can be seen from the large and small percentage of visitors who come to the library. Where if the number of visitors is large, the librarian's attitude towards visitors is very satisfactory. Meanwhile, if the number of visitors is small, the librarian's attitude must be evaluated. In providing services, librarians must be kind to users so that users feel comfortable with librarian services.

3.2 Discussion

Librarians' Attitude to Users in Library Services at the Tangerang Regency Library and Archives Office.

The definition in English, service can be defined as "to serve", which means to provide service. This service is related to activities that involve the preparation and provision of various services, both in the form of books and other resources in the library, to make it easier for users to access them. The library aims to provide

services in the form of collections of library materials to individuals or groups who come, so that they can make the most of the various facilities and services available. The library service function is designed to support the purpose of the library, ensuring that the two remain aligned and do not deviate. The main function of this service is to facilitate users in finding and obtaining the book collection they need.

Libraries will function optimally if they are supported by librarians who have competence, creativity, and innovation. An efficient library is a library that is able to optimize the role and expertise of librarians as the main resource. To remain relevant in the midst of the rapid flow of information and the increasingly diverse needs of society, librarians must continue to improve their competence. They are required to continue honing their skills, knowledge, and abilities. Librarians also need to show a positive attitude of service in serving users, even with all its shortcomings. In providing services, librarians must be able to be good partners for users and continue to develop themselves to realize the role of libraries as science centers.

An ideal librarian is a figure who is able to provide excellent service. He must Attentive to the needs of each user, Helpful in finding the right information, as well as having Tolerance high in the face of various questions. Attitude polite and care It is also an important factor in establishing a good relationship with users. Thus, librarians not only become providers of library materials, but also become learning facilitators and

reliable partners. In professional library services, there are four forms of librarians' attitudes in serving that can be done by librarians:

- a. **Attention to the user**, this involves the ability to give full attention and listen carefully to what the user is saying, either verbally or through expressions or the context of the situation. This approach allows librarians to truly capture the essence of the needs or problems faced by users. In addition to listening, librarians are also required to be solution-oriented. In the face of problems that are considered difficult by users, they must be able to provide solutions that are not only appropriate, but also wise, taking into account various aspects such as time constraints, resource access, and user comfort. This professional attitude shows that librarians not only function as information managers, but also as strategic partners in supporting users to achieve their goals.
- b. **Full of Help**, it is required to be able to provide assistance both in the form of ease of access to provide solutions without strings attached. This includes various forms of assistance, such as providing guidance in finding information, helping to access physical and digital resources, and providing solutions to obstacles faced by users while using library services. This helpful attitude not only shows the dedication of librarians to their work, but also shows a commitment to meeting the needs of users optimally. By helping without expecting anything in return, librarians create an atmosphere of service that is inclusive, friendly, and supports the creation of a good relationship between the library and the community.
- c. **Tolerance**, in the context of librarians, refers to the ability to understand and feel the conditions and situations experienced by users. With this empathetic attitude, librarians are not only able to identify the specific needs of users, but also provide relevant and useful assistance. This includes support in accessing information, ensuring ease of source search, and creating an inclusive and welcoming environment. The empathy applied by librarians allows for better relationships with users, while supporting the mission of libraries as a place to learn, share, and grow together. This attitude also helps librarians in providing personalized services, which ultimately increases user satisfaction and trust in the institution.
- d. **Politeness**, manners are fundamental aspects in librarians' interactions with users. In providing services, librarians must always behave well, friendly, and communicative. A polite attitude includes not only the way you speak, but also the gestures and the way you interact as a whole. A neat and professional appearance is also an important part of politeness, as it creates a positive first impression and increases the user's trust in the services provided. With a pleasant attitude, librarians can create a comfortable atmosphere, so that users feel appreciated and motivated to make the most of library facilities.

- e. **Caring is** a form of librarians' dedication to library users and institutions. This attitude can be seen from librarians' attention to users who have difficulties, both in accessing information, understanding collections, and using library facilities, in addition, librarians also need to maintain and maintain library collections and facilities so that they remain in optimal condition. By paying attention to the needs of users and the sustainability of library resources, librarians demonstrate their commitment to providing quality services and contributing to the development of learning communities.

According to Kalida M (2023), A librarian must be able to build the right attitude and ethics which are the main factors in creating quality services by librarians. Librarians who prioritize a friendly, courteous, and professional attitude will find it easier to establish effective communication with users, which ultimately helps build positive relationships. By being able to build good communication and relationships, librarians not only improve the quality of service, but also improve users' perception of libraries as professional and reliable institutions. To build harmonious communication and relationships, librarians need to pay attention to the following important aspects.

- a. Therefore, librarians need to understand the message conveyed by users and try to absorb the feelings of users when they need information. Thus, librarians must be able to see the situation from the perspective of the user.
- b. Give a good impression in communicating, for example by answering every question in a friendly and polite manner. This kind of attitude is indeed very important to create a comfortable communication atmosphere and help build a closer relationship with the user.

Service attitudes that give a positive impression to users include various dimensions, including physical and emotional aspects. The physical aspect includes the appearance of librarians, such as how they dress, as well as the way they speak. This way of speaking can be reflected in facial expressions, body language, or voice intonation used. Meanwhile, in the psychological aspect, this can be seen from the way librarians communicate that do not seem patronizing or degrading to users, as well as their ability to listen to input or responses from users, both in the form of complaints and suggestions. The ability to develop a positive attitude of service certainly does not arise just like that, it needs to be formed through a process. This process involves learning, application in daily service activities, consistent positive behavior habits, and finally evaluation of the attitudes that have been applied

1. Users' Perception of Librarians' Attitudes in Library Services at the Tangerang Regency Library and Archives Office.

The perceptual process begins with the presence of a stimulus or stimulus received by the senses, which then attracts the attention of the senses. Next, the

stimuli from the stimulus are passed on to the brain, which then processes the information to produce understanding. Once the information is processed, the results are sent back to the senses, which eventually form perceptions. The stimulus received by the senses is a physical process, which is then translated by the brain so that a person can understand what is seen, heard, touched, or felt through other senses.

Users' perception of libraries is greatly influenced by the librarian's perspective displayed in the service. Librarians are expected to act according to customer expectations so that customers have a good understanding of how librarians act in services. Here are some of the things the three informants said:

A sociology student from the Open University stated that according to him, *"When I visited here, all librarians showed a friendly attitude and were quite good in working according to their respective duties. But it is a little less reliable about finding a book collection, when I ask about the book I am looking for, the librarian only commands not to help me find the book collection."*

RS said, *"Quite kind and friendly for the librarians, they are very understanding of their work here but there are also some librarians who are still confused looking for collections when there are users who ask. For the rest, the librarians here are very quick to respond and often help users who are in difficulty."*

Meanwhile, E a student from MAN 1Tangerang said that, *"I think he is the best person so far that I feel as a user is quite good and quite friendly. For example, when I wanted to find references for my paper assignments at school, the librarian directed me to the reference room and also helped me find some references I needed for my assignments."*

Based on the explanation above, it can be concluded that perception is a person's assessment or impression of an object, which is influenced by internal and external factors. Perception becomes meaningful if it is expressed through statements, both verbally and through actions. However, sometimes visible statements or behaviors do not necessarily reflect true perception. In this context, user perception refers to the user's view of the librarian's attitude in providing library services.

3.2.1 Implication

The findings imply that while librarians have displayed basic friendliness and verbal politeness, there is a **critical need for proactive service behavior**. Attitudes such as helping without being asked, guiding users through the search process, and anticipating user needs must be integrated into daily service delivery.

Furthermore, improvement in librarian communication training and service standardization may enhance not

only **user perception**, but also long-term trust and loyalty to the library institution.

3.2.2 Research Contribution

This study offers several meaningful contributions to the field of library and information science, particularly in the context of user experience and service delivery in public libraries:

1. Theoretical Contribution

The research expands the theoretical understanding of the relationship between librarian attitudes and user perceptions. By adopting a qualitative descriptive approach, the study provides rich insights into how interpersonal behavior—such as friendliness, helpfulness, empathy, and professionalism—shapes user satisfaction. These findings reinforce and add depth to previous literature on user-librarian interactions.

2. Practical Contribution

The study provides practical input for library management, especially at the regional or municipal level. The results highlight the need for proactive service attitudes among librarians, which can inform the development of soft skills training programs focused on empathy, communication, and user engagement. The feedback from users can also serve as a **service** quality evaluation tool.

3. Policy Contribution

The findings support the need for user-centered service policies within public libraries. Policymakers in the library sector can use this research to establish Minimum Service Standards (MSS) or Standard Operating Procedures (SOPs) that promote not only technical competence but also interpersonal professionalism among librarians.

3.2.3 Limitation

Despite its value, the study has several limitations that should be acknowledged:

1. Limited Number of Informants

The study involved only three library users, which limits the generalizability of the findings. A small sample size may not fully represent the diversity of user experiences and expectations in the broader population.

2. User-Centric Perspective Only

The research exclusively captures the perspective of library users without incorporating the views of the librarians themselves. As a result, the findings may be one-sided and may not reflect the internal challenges faced by librarians in delivering services.

3. Single Research Location

The study was conducted solely at the Tangerang Regency Library and Archives Office, limiting its contextual scope. The findings may not apply to libraries in different geographical, cultural, or institutional contexts.

4. Qualitative Descriptive Design

While appropriate for exploratory purposes, the qualitative descriptive method does not include statistical measurement or testing of hypotheses, which could have added analytical depth and generalizability to the results.

3.2.4 Suggestion

Based on the research findings and limitations, the following suggestions are proposed for future studies and library service improvements:

1. Involve More Diverse Informants

Future research should include a wider range of users, such as teachers, senior citizens, university lecturers, parents, and members of the general public, to gather a broader and more comprehensive understanding of user perceptions.

2. Include Librarian Perspectives

Incorporating the perspectives of librarians themselves is important to gain a balanced understanding of service dynamics. Future research could explore the librarians' self-assessment, service challenges, and institutional support systems.

3. Develop Training on Proactive Service Behavior

Library managers and policymakers should design professional development programs focused on improving librarians' soft skills. This includes training in proactive communication, empathy, personalized assistance, and conflict resolution.

4. Expand Research Across Multiple Locations

Comparative studies across different types of libraries (urban, rural, academic, and school libraries) would provide insight into how contextual factors influence user perception and librarian performance.

5. Evaluate Infrastructure and Accessibility

Given that location was noted as a barrier in this study, there is a need to conduct a comprehensive evaluation of library facilities and accessibility. Improvements in infrastructure can increase foot traffic, user comfort, and engagement with library services.

4. CONCLUSION

Based on the discussion of the results of the interviews and findings related to the attitude that librarians need to have and the perception of users towards librarians' attitudes. Overall, librarians at the Tangerang Regency Library and Archives Office. It can be concluded that librarians behave well and use polite words, librarians also do their job well and respond quickly to serve users. But librarians are sometimes ignorant and let users search for the collections they are looking for without helping those who are confused by librarians who are considered less attentive. Some librarians also show their courtesy, always displaying friendly, cheerful, and often smiling facial expressions. Using easy-to-understand language and relaxed language when serving

users is a sign of a communicative attitude. The results show that the average percentage of visitors to the Tangerang Regency Regional Library and Archives from 2022 to 2023 is 136,270. The percentage can see how librarians attitude towards users. The librarian views the librarian in the Service as kind and friendly. The librarian's attitude is also concerned about the condition of the user by having the ability to answer the user's questions and is open to receiving criticism and input from the user.

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6. CONTRIBUTION STATEMENT

All authors collectively contributed to the conception, design, and execution of the study. The team was jointly involved in developing the research framework, conducting data collection through observation and interviews, analyzing and interpreting the findings, as well as drafting and revising the manuscript. Contributions included ensuring methodological rigor, preparing tables and figures, reviewing relevant literature, and refining the discussion and conclusion. Each author participated in reviewing and approving the final version of the manuscript, and all agree to be accountable for the integrity and accuracy of the work.

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